

1 IN THE SPECIFICATION

2
3 At page 1, prior to the "Field of the Invention", please insert:

4
5 **--CROSS-REFERENCE TO RELATED APPLICATIONS**

6 This application is a continuation of application serial no. 09/933,572, filed on August 20,
7 2001, now U.S. Patent No. 6,697,786, which is a continuation of application serial no. 08/965,517,
8 filed on November 6, 1997, now U.S. Patent No. 6,282,515, which is a continuation of application
9 serial no. 08/744,879, filed on November 8, 1996, now abandoned.--

10
11 At page 2, line 4, please delete "the"; and

12 line 13, change "reard" to --regard--.

13 At page 3, line 8, change "intersting" to --interesting--.

14 At page 3, line 9, change "Howver" to --However-- and change "contructed" to --constructed-

15 -.

16 At page 3, line 11, after "audiotex services", insert ---.

17 At page 3, line 11, delete ", without need for any special hardware or software modifications at
18 the user's site."

19 At page 3, delete lines 12-22.

20 At page 4, delete lines 1-17.

21 At page 7, delete lines 8-9.

1 At page 7, line 10, change "(h)" to --(g)--.

2 At page 7, line 12, change "(I)" to --(h)--.

3 At page 7, line 15, change "(j)" to --(I)--.

4 At page 8, line 1, change "input/outport" to --input/output--.

5 At page 8, line 14, change "listended" to --listened--.

6 At page 9, line 12, change "regrding" to --regarding--.

7 At page 10, delete line 7.

8 At page 10, line 8, change "(h)" to --(g)--.

9 At page 10, line 11, change "(I)" to --(h)--.

10 At page 10, line 13, change "(j)" to --(I)--.

11 At page 11, line 2, change "reference" to --reference--.

12 At page 11, line 11, change "exemplary" to --exemplary--.

13 At page 11, line 13, change "exemplary" to --exemplary--.

14 At page 11, line 15, change "exemplary" to --exemplary--.

15 At page 11, line 18, change "exemplary" to --exemplary--.

16 At page 11, line 20, change "exemplary" to --exemplary--.

17 At page 12, line 5, change "exemplary" to --exemplary--;

18 line 7, change "exemplary" to --exemplary--;

19 line 9, change "exemplary" to --exemplary--; and

20 line 11, change "exemplary" to --exemplary--.

21 At page 15, line 7, change "OW1 - Own" to --OWS--;

1 line 12, delete "and keyword searching of ads"; and
2 line 17, change "a" to --an--.
3 At page 17, line 7, change "Ad database" to --Ad Database--.
4 At page 19, line 1, change "Ad database" to --Ad Database--;
5 line 18, delete "IWS assigns the", and delete lines 19-21;
6 line 22, delete "The" prior to "advertiser's text greeting"; and
7 line 22, change "Ad database" to --Ad Database--.
8 At page 20, line 2, delete "10".
9 At page 21, line 6, change "database" to --Database--, and change "1033" to --1032--.
10 At page 21, line 21, change "database" to --Database--, and line 22, change "1032" to --
11 1031--.
12 At page 22, line 16, change "Ad database" to --Ad Database--.
13 At page 23, line 15, change "OP1" to --OWS--,
14 line 16, change "1801" to --1800--,
15 line 18, change "1802" to --1801--,
16 line 21, change "1803" to --1802--, and
17 line 22, change "1804" to --1803--.
18 At page 24, line 1, change "1801" to --1800--, and
19 line 16, change "1801" to --1800--.
20 At page 26, line 12, change "2004" to --2003--.
21 At page 27, line 22, insert "2320" after "disk file".

1 At page 28, line 20, change "2303" to --2301--.

2 At page 29, line 10, change "Ad database" to --Ad Database--.

3 At page 31, line 5, delete "1512", and change "AD database" to --Ad Database--.

4 At page 31, line 18, change "AD" to --Ad--, and

5 line 19 change "database" to --Database--.

6 At page 33, line 2, change "AD database" to --Ad Database--, and

7 line 12, change "AD database" to --Ad Database--.

8 At page 34, line 8, change "AD database" to --Ad Database--.

9 At page 35, line 7, change "AD database" to --Ad Database--.